



SPRING 2015

TEEN ALCOHOL CONSUMPTION

HOCKLEY CO, REGION 1, TEXAS

PREVENTION RESOURCE CENTER, REGION 1 TEXAS

MANAGED CARE CENTER FOR ADDICTIVE/OTHER DISORDERS, INC

1715 26th St | Lubbock, TX 79411 | 806.780.8300

THE PRC, REGION 1

WHO WE ARE

The Prevention Resource Center (PRC) is a service of Managed Care Center for Addictive/Other Disorders, Inc. We serve the 41 counties of the Texas Panhandle and South Plains Region.

We serve as the central data collection repository and substance abuse prevention training liaison for Public Health Region 1, funded by a grant from the Department of State Health Services.

Our duties are to identify local community, county, and regional data resources that will provide and share data to enhance and maximize data collection and support the central data collection repository efforts.

OUR MISSION

The purpose of the Prevention Resource Center is to support activities that enhance and improve substance abuse prevention services across Region 1 of the State of Texas. The Resource Center serves as a central repository for data collected throughout Region 1 that will be used to develop a Regional Needs Assessment.

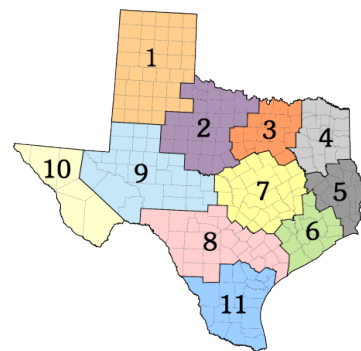
Our specific goals are:

- To provide current, relevant, and community-wide data on substance abuse trends
- To enhance the ability of our communities to more effectively respond to changes in substance abuse trends
- To influence data driven changes in the standards and attitudes within our communities

OUR REGION

We serve the following counties in West Texas:

- Armstrong, Bailey, Briscoe, Carson, Castro, Childress, Cochran, Collingsworth, Crosby, Dallam, Deaf Smith, Dickens, Donley, Floyd, Garza, Gray, Hale, Hall, Hansford, Hartley, Hemphill, Hockley, Hutchinson, King, Lamb, Lipscomb, Lubbock, Lynn, Moore, Motley, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Terry, Wheeler, & Yoakum.



HOW WE SERVE OUR COMMUNITY

We serve our communities by providing alcohol, tobacco, and other drug (ATOD) data to schools, colleges and universities, or other community agencies. This is done through **Information Dissemination**

which provides awareness and knowledge of alcohol, tobacco and other drug abuse, and issues and trends through the data collected by the central data repository.

Our **Community-Based Process** aids the community to more effectively provide "TIPS" (Treatment, Intervention and Prevention Services) for ATOD problems through community mobilization, collaboration, coalition building, networking and community empowerment efforts.

Through **Environmental and Social Policy**, we aim to reduce the incidence and prevalence of ATOD in the general population by establishing and/or changing written and unwritten standards, codes and attitudes within the community. This strategy also aims to combat substance abuse and related harms with concerted, community-based and comprehensive efforts to change norms, behaviors, systems and context that contribute to substance abuse problems in our communities.

TOBACCO STRATEGIES

Our Tobacco Specialist works with tobacco retailers to understand and comply with Texas laws concerning the sale and display of tobacco products. The Prevention Resource Center provides education to tobacco retailers and the media concerning tobacco laws and the harmful effects of tobacco.

COMMUNITY COOPERATION

The Prevention Resource Center collaborates with other agencies by sharing data about substance abuse issues, trends, planning, training and other activities within our region and state. The Prevention Center coordinates with regional coalitions and supports their prevention efforts.

Jackie J. Johnson, CPS

Program Director

30 May 2015

Prevention Resource Center, Region 1

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INTRODUCTION

Underage drinking is a serious public health issue in the United States. Alcohol is the most widely used and abused substance among American adolescents¹ and this use/abuse poses enormous health and safety risks for everyone—regardless of age or drinking status. Nationally, more than half (52.2%) of all Americans aged 12 or older were current alcohol users in 2013—that translates to an estimated 136.9 million current drinkers².

Anyone may feel the effects of aggressive behavior, property damage, injuries, violence, and deaths that may result from underage drinking. In short, underage drinking should be a nationwide concern rather than simply a problem for some families in our community.

Annually, about 5,000 people under the age of 21 die from alcohol-related injuries involving underage drinking in the United States. Of these deaths, about 1,900 (38%) involve motor vehicle crashes, 1,600 (32%) result from homicides, and 300 (6%) result from suicides³. In addition, 40% of people who first drink before age 15 become alcohol dependent as adults. This is four times the rate of those who wait until 21 to have their first drink⁴.

In 2013, 11.6% of American adolescents aged 12 to 17 (or about 2.9 million adolescents) reported that they were current alcohol users⁵. Many of these adolescents (6.2% or 1.6 million) reported binge drinking⁶ in the past month. Adolescent alcohol consumption is a serious problem today.

Still, 67.2% of all Texas adolescents report trying alcohol at least once in their lifetime⁷ and 36.1% report consuming alcohol in the last thirty days. This is higher than the national average and may indicate that Texas adolescents consume more alcohol, on the average, than their peers in other states.

Underage drinking costs us \$2,075 per year for each teen in Texas or \$3.50 per drink consumed by underage drinkers

COSTS OF UNDERAGE DRINKING

Often, adults consider underage drinking as normal behavior, or simply a rite of passage into adulthood. In some cases, adults may even encourage adolescents to consume alcohol under specific circumstances.

In Texas, it is legal for an adult to provide alcohol to their children although it is illegal for an adult to supply alcohol to a minor who is not their child unless their parent or guardian is present and consents⁸. However, laws like these may allow unintended access of alcohol to adolescents.

¹ National Institute on Alcohol Abuse and Alcoholism, p. 1.

² SAMHSA 2014, p. 3.

³ U.S. Department of Health and Human Services, pp. 10-11.

⁴ Ibid., p. 12.

⁵ SAMHSA 2014, p. 3.

⁶ Binge drinking is usually defined as 5 or more drinks in a row for men and 4 or more drinks in a row for women.

⁷ Center for Health Statistics (CHS)

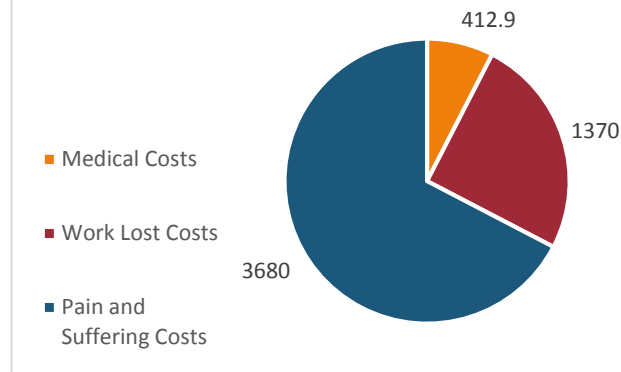
⁸ Texas Alcohol Beverage Commission, p. 6.

In 2013, underage drinking cost the state of Texas \$5.5 billion including medical costs, pain and suffering, and work lost⁹. That means underage drinking costs us \$2,075 per year for each teen in Texas or \$3.50 per drink consumed by underage drinkers.

Costs of Underage Drinking by Problem
Texas 2013 in Millions¹⁰

Problem	Total Costs
Youth violence	\$3,082.5
Youth traffic crashes	\$779.3
High-risk Sex (14-20 years old)	\$609.5
Property and public order crime	\$23.3
Youth injury	\$210.1
Poisonings and psychoses	\$63.9
Fetal alcohol syndrome among mothers aged 15-20 years	\$212.2
Youth alcohol treatment	\$18.8
Total	\$5,469.2 (\$5.5 Billion)

Costs of Underage Drinking
Texas 2013 in Millions



COMMON CONSEQUENCES OF UNDERAGE DRINKING

Alcohol often plays some role in human tragedies and underage drinking is associated with:¹¹

- Illicit drug use
- Risky sexual behavior leading to unwanted pregnancy and STD, including HIV and AIDS
- Tobacco use
- Can cause alterations in the structure and function of the developing brain, which continues to mature into the mid- to late twenties
- Academic failure
- Heavy drinking later in life
- Fetal alcohol syndrome
- Cancers of the oral cavity, larynx, pharynx, and esophagus; liver cirrhosis; pancreatitis; and hemorrhagic stroke
- A range of physical consequences, from hangovers to death from alcohol poisoning

Additionally, alcohol consumption by underage college students is commonplace, although it varies from campus to campus and from person to person. Many college students, as well as some parents and administrators, simply accept alcohol use as a normal part of student life.

Nationally, 80% of college students drink alcohol while 40% binge drink¹² and about 20% engage in frequent episodic heavy consumption, which is bingeing three or more times over the past 2 weeks¹³. Binge drinking is usually defined as a pattern of drinking that raises the blood alcohol content (BAC) of

⁹ Underage Drinking Enforcement Training Center, p. 1.

¹⁰ Ibid.

¹¹ U.S. Department of Health and Human Services, pp. 9-12.

¹² Binge drinking is usually defined as 5 or more drinks in a row for men and 4 or more drinks in a row for women.

¹³ National Institute on Alcohol Abuse and Alcoholism.

the drinker to .08. This usually occurs when five or more drinks in a row over two hours for men or four or more for women.

The negative consequences of alcohol use on college campuses each year are particularly serious and pervasive¹⁴:

- An estimated 1,700 college students between the ages of 18 and 24 die each year from alcohol-related unintentional injuries, including motor vehicle crashes
- Approximately 600,000 students are unintentionally injured while under the influence of alcohol
- Approximately 700,000 students are assaulted by other students who have been drinking
- About 100,000 students are victims of alcohol-related sexual assault or date rape

VOICES OF HOCKLEY CO

Hockley County VOICES¹⁵ is a community coalition, funded by Texas Department of State Health Services (DSHS), whose purpose is to encourage community mobilization to implement evidence-based environmental strategies with a primary focus on changing policies and social norms in Hockley County to prevent and reduce underage drinking and marijuana and prescription drug abuse. Their mission is to empower communities to create positive changes in attitudes, behaviors, and policies to prevent and reduce at-risk behaviors in youth with a unified focus on alcohol, marijuana, and prescription drugs.

Members of this coalition are people who wish to help youth make better choices. These people are from a wide range of organizations that represent Hockley County. These volunteers include people from civic groups, local churches, city government, medical professionals, school officials, humanitarian organizations, and young people themselves. Anyone who wants to help make Hockley County a better place to live is welcome to join.

VOICES keeps active in the community through several programs aimed at making Hockley County a better place to live. Each year VOICES sponsors the Back-to-School Kickoff where backpacks filled with school supplies are given to students who need them. Twice a year VOICES conducts a Medication Cleanout where old and expired prescription medication is collected and safely disposed of. Through the school year, volunteers conduct youth prevention programs and other community service projects.

As part of their mission, Hockley County VOICES conducts a community needs assessment that looks at how teens are misusing marijuana, alcohol, and prescription drugs. As part of this, volunteers conducted a survey focusing on how Hockley County teens perceive and consume alcohol.

THE SURVEY

All Levelland High School students were invited by VOICES to participate in a survey concerning how they view alcohol. Permission was granted by school officials to ask students to participate. Each student was given a paper copy of a hypertext link to the survey online that is hosted by SurveyMonkey. Participation in this survey was voluntary and no one was compelled or compensated for their

¹⁴ U.S. Department of Health and Human Services, pp. 12-13.

¹⁵ Volunteers Offering Involvement in Communities to Expand Services (VOICES)

participation. Any student who chose to participate could quit without penalty at any time. No personal information was collected that could trace any specific participant to any specific response.

The survey consisted of 27 questions including four covering basic demographics such as age, gender, ethnicity, and county of residence. The other 23 questions focused on how Hockley County youth feel about, consume, or interact with alcohol and those who consume it.

RESULTS

A total of 179 (N=179) people chose to participate. Of these, 77.4% report being 15-17 years of age. 14.1% report being 18-20 and 7.1% report being 14 or younger. Gender was evenly divided (male = 49.35%, female = 50.65%). The majority reported as “Hispanic or Latino” (66.88%) followed by “White/Caucasian” (33.12%), “Black or African American” (9.74%), “American Indian” (8.44%), “Asian” (5.19%), and “Prefer not to Answer” (3.21%).

ADOLESCENT CONSUMPTION RATES AND PATTERNS

Of the participants, 67.82% report having tried alcohol at least once in their lifetime. This is consistent with the 67.2% of Texas teens who reported the same while participating in the 2012 Texas Student Survey¹⁶ (TSS). Of these teens, 53.41% report drinking less than once a month while only 6.82% report drinking at least once a day.

Of those teens who report drinking, 42.5% report binge drinking, or having five or more drinks of alcohol in one sitting at least once. Of those adolescents that did binge drink, 82.35% report having done so in the last month.

Of the 67.82% of Hockley County teens that report having had at least on drink in their lifetime, they also reported these activities:

Have you ever...?	
Been absent from school because you used alcohol	16.67%
Been drunk at school	8.33%
Done poorly in school because you used alcohol	8.33%
Had family problems because you used alcohol	15.28%
Been arrested because you used alcohol	9.72%
Driven under the influence of alcohol	27.78%
Been a passenger in a vehicle while the driver was under the influence of alcohol	58.33%
Been drunk at a party	84.72%
Had an injury because you used alcohol	9.72%

57.14% of these teen participants report that their parents allow them to consume alcohol at home under some circumstances. 27.73% report it is acceptable under parental supervision, 21.01% on special occasions only, and 8.4% report at any time they wish. Still, only 47.86% report discussing their alcohol

¹⁶ The Public Policy Research Institute.

use with their parents and 46.96% believe that their parents know how much they drink. In fact, 33.91% report that their parents have seen them drunk.

A full 80% of these participants report that they know adults who let minors consume alcohol in their homes. Although only 7% of participants report ever using a fake ID to buy alcohol, 64.6% report that someone has offered to give, sell, or buy alcohol for them at least once in the last two months (19.47% once; 23.01% 2-3 times; 22.12% 4 or more times). 11.21% of these participants report purchasing alcohol without an ID at least once.

ATTITUDES ABOUT ALCOHOL

Of all those who participated in this survey, 77.56% teens believe that alcohol use by underage youth is a problem. 31.41% believe that it is a serious problem while 46.15% classify it as a minor problem. 22.44% believe that it is not a problem at all. Still, 63.92% of these participants believe that drinking and driving among youth is a serious problem while 24.68% classify it as only a minor problem. 11.39% believe that underage drinking and driving is not a problem at all here.

In addition, participants rated the likelihood for these reasons that Hockley County youth may consume alcohol:

Most people my age who drink do so because... (Check all that apply)	
They want to have a good time at a party	84.42%
They are sad or depressed and want to feel better about themselves	38.31%
They wish to rebel and defy their parents, teachers, and other adult authorities	34.42%
They wish to fit in or be accepted by their friends or peers	61.04%
They are bored	41.56%

58.23% of participants believe that the heavy use of alcohol among Hockley County teens has increased while only 10.76% believe that it has decreased. Nearly one third (31.01%) believe that it has stayed the same. 46.79% report knowing someone with an alcohol problem and of those, most (58.11%) are not related to them.

Most participants (68.83%) report friends and relatives as the primary sources where people under the age of 21 obtain alcohol. 18.18% report the parent’s home as the primary source while only 6.49% report a liquor store as that source. 3.25% report a bar or restaurant as the primary source of alcohol for underage drinkers.

Interestingly, 66.67% of participants believe that youth are responsible for contributing to the problem of underage drinking. 41.67% believe that parents are responsible while 25.64% believe that alcohol outlets such as bars, restaurants, and liquor stores share blame. 23.08% say they don’t know who is responsible for this but 23.72% ascribe some blame to alcohol advertising.

Finally, all Hockley County teens who participated in this survey were asked which of the following prevention programs they would support to decrease alcohol use by youth under the legal drinking age of 21:

Which of the following approaches would you support to decrease underage drinking? (Check all that apply)	
New and/or stiffer penalties	33.83%
More law enforcement	36.84%
More alcohol education in schools	40.60%
More alcohol education in TV, radio, and magazines	25.56%
More alcohol education online	24.81%
Public presentations by people who have been seriously hurt or impaired by alcohol use	42.86%
Driver’s license suspension for youth who drink alcohol	52.36%
Alcohol-free teen night clubs	48.12%
Ban on alcohol advertising	21.80%

CONCLUSION

The mission of VOICES is to empower communities to create positive changes in attitudes, behaviors, and policies to prevent and reduce at-risk behaviors in youth with a unified focus on alcohol, marijuana, and prescription drugs. The results of the survey certainly point to areas where VOICES could work for change.

For instance, many community coalitions, like VOICES, conduct programs to ensure that alcohol retailers are carding people to ensure they are of age. 11.21% of the participants who drink report purchasing alcohol without an ID at least once while only 7% report using a fake ID to purchase alcohol. This is one area where VOICES could make a difference.

Another area of education that could be pursued is that 80% of all participants report knowing a parent or adult that allows minors consume alcohol in their homes. A campaign to change adult attitudes towards underage drinking is sorely needed in Hockley County. This would make a good future project for change.

In addition, students have given some good insight into what approaches they believe could decrease underage drinking. This data could give some direction to a youth coalition. Also, it gives some hope that adolescents themselves believe that in school education could work.

KEY FINDINGS

- 67.82% of Hockley County adolescents report having tried alcohol at least once in their lifetime
- 57.14% of participants who drink report that their parents allow them to consume alcohol at home under some circumstances.
- Of those adolescents that did binge drink, 82.35% report having done so in the last month.
- A full 80% of these participants report that they know adults who let minors consume alcohol in their homes.
- 77.56% of Hockley County teens believe that alcohol use by underage youth is a problem.
- 63.92% of these participants believe that drinking and driving among youth is a serious problem.

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